From archive to auction: Turning heritage into impact for UK Youth

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We're proud to be building on our **partnership with UK Youth** in a new and meaningful way. We're opening up our archives and using our heritage to help create opportunities for young people across the UK.

This summer, we're hosting two charity auctions featuring a unique collection of historic insurance artefacts. Many of these items have been carefully preserved for decades and, until now, have never been available to the public.

Our first auction took place on **9 June,** and the second will be held on **7 July 2026** at **Special Auction Services in Newbury.** The auctions will offer collectors and enthusiasts the chance to own a piece of insurance history, while helping to fund life-changing youth work.

Register or view details for the next auction on 7 July..

The Intact Insurance Archive Auctions in Aid of UK Youth

Intact Insurance UK

Watch on

A rare opportunity to own a piece of insurance history

The collection brings together artefacts connected both to Intact Insurance and the wider insurance industry. From rare fire marks and historic documents to signage, silverware and artwork, each piece reflects our rich heritage.

The first auction will focus on fire insurance history, while the second will feature a broader range of items, including decorative and artistic pieces.

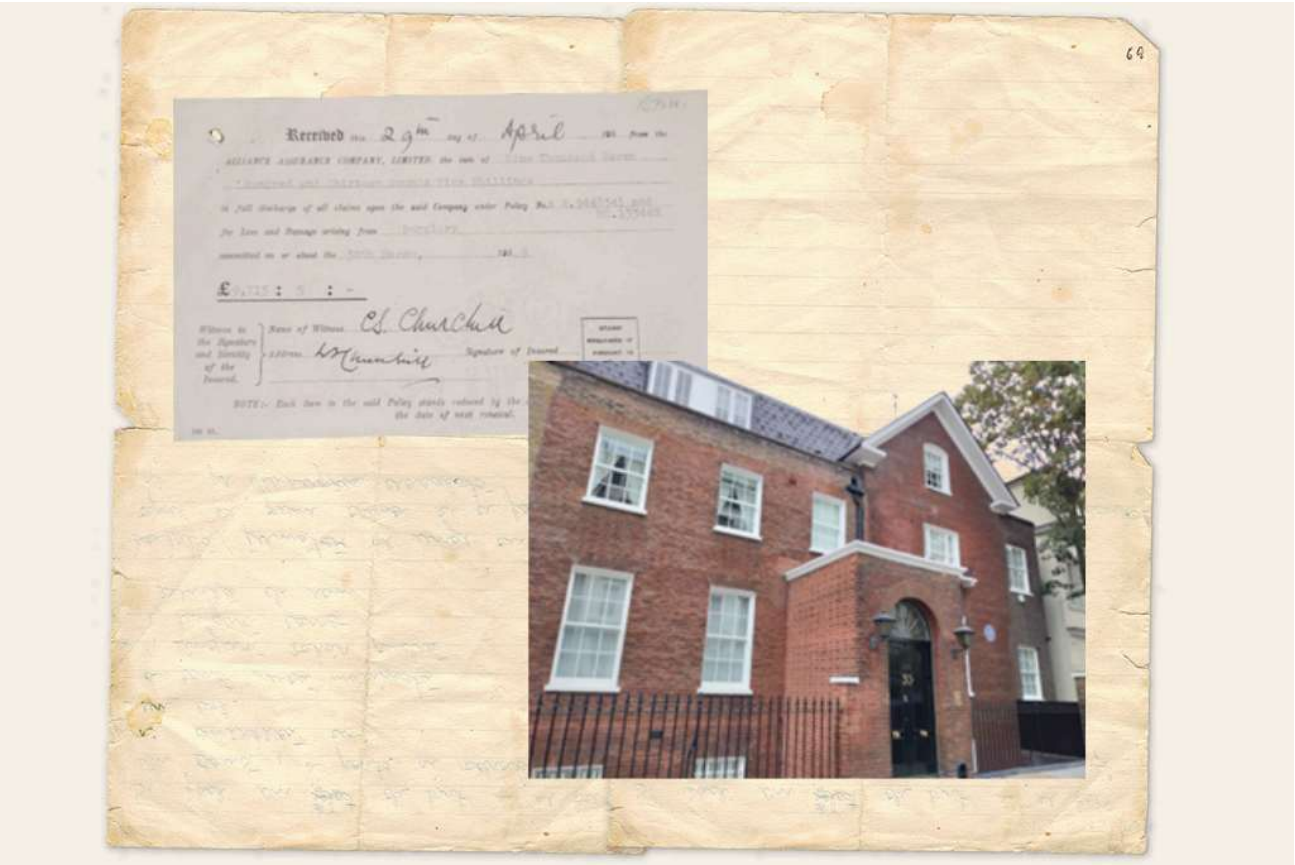
Highlights from the collection

We've pulled out three key items from the auction catalogue, each with a unique and interesting story behind them:

Silver medal awarded to 'Zulu' the fire-alerting dog

In January 1898, Alliance Assurance received a letter describing an incident at a home in Glasgow, where a fire broke out on Boxing Day. Disaster was narrowly avoided thanks to Zulu the dog, who persistently barked to alert the household. This quick action enabled the fire to be discovered and extinguished before it could spread.

In recognition of Zulu's "tenacious sagacity," the company commissioned a solid silver medal just weeks later. Today, this remarkable artefact offers a rare glimpse into a more human side of insurance history, celebrating instinct, loyalty and the unexpected heroes who help prevent loss.


Received the 29th day of April
ALLIANCE ASSURANCE COMPANY, LIMITED
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Witness to the Signature and Identity of the Insured.
Name of Witness
Address
Signature of Insured
NOTE:- Each item in the said Policy stands reduced by the
the date of such removal.

The 1959 burglary of Sir Winston Churchill's home

Among the more remarkable stories is a burglary at the London home of Sir Winston and Lady Churchill, both longstanding Alliance Assurance clients. Their residence was broken into via an unsecured attic window, and bedrooms were ransacked. Valuable items, including jewellery, fur coats and even Sir Winston's cigars, were stolen.

Despite a police investigation and a reward offered, the crime was never solved and was believed to be the work of an opportunistic intruder. The claim, valued at over £9,700 at the time, was settled within a month, reflecting the efficiency and discretion for which Alliance Assurance was known.

Captain Marshall Presentation Cup - Hull Fire of 1801

This striking silver presentation cup, dating from the early 19th century, commemorates a dramatic maritime fire. It recognises Captain Marshall's decisive actions in tackling a blaze aboard the ship 'Arcade'. Through quick thinking - including cutting away the masts and scuttling the vessel - the fire was contained, preventing wider destruction.

Presented by an agent of the Phoenix Fire Office, the cup stands as a lasting tribute to courage and leadership at a time when organised fire protection was still developing. More than 200 years on, it offers a powerful link between human bravery and the early evolution of insurance.

> These artefacts represent an important part of insurance history and deserve to be seen and appreciated by people who recognise their significance.
>
> For many years, these items have been carefully preserved within our archives. By bringing selected pieces into the public domain, we are ensuring

they can continue to be recognised and appreciated, while also helping create positive impact for young people through our partnership with UK Youth.

These auctions are an opportunity to connect the heritage of our industry with practical support that can help young people build confidence, develop skills and take positive steps towards their future.

Tracey Fisher, Archive and Historical Records Director at Intact Insurance

Supporting young people through our UK Youth partnership

The auctions form part of our ongoing commitment to building resilient communities and supporting the next generation.

All proceeds will go towards UK Youth's programmes. Intact Insurance is already working alongside UK Youth to deliver the Building Aspirations programme, designed to support young people aged 18-24 who are not in education, employment or training, or who are at risk of becoming so.

By releasing selected items from our archive, we're not only ensuring these artefacts can continue to be appreciated, we're also helping to create tangible opportunities for young people to build confidence, develop skills and take positive steps towards their future.

Every day, youth organisations in UK Youth's network provide life-changing opportunities, safe spaces to grow and access to a trusted adult — all crucial to supporting the next generation.

Intact Insurance has reaffirmed their long-term commitment to UK Youth through their generous donation of the proceeds of these auctions, helping us widen the reach and deepen the impact of youth work and outdoor learning.

Rosie Ferguson OBE, Chief Executive Officer at UK Youth

How to get involved in the auctions

Both auctions will be hosted by Special Auction Services in Newbury, with options to view the catalogue and place bids online, by telephone or in person.

Further details, including registration and catalogue information, are available on the SAS website.

Register and view auction catalogue

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